



DSO Brings Vision, Plans and Content Expertise to Digital Signage Summit Europe

Announced as 'Participating Association', imparting knowledge on Direct View LED and Digital Signage industry best practise

London, UK, 20 June 2019 – The [Digital Signage Organisation \(DSO\)](#), a new organisation formed to support the European Digital Signage industry, today announced its presence as a 'Partnering Association' at Digital Signage Summit Europe (DSSE), 3-4 July 2019, Hilton Munich Airport Germany. The DSO will have a stand in the exhibition hall and board members Simon Jackson (Senior VP, EMEA Sales, NEC Display Solutions Europe) and Laila Hede Jensen (VP of Sales, Unilumin) will be participating in various conference sessions over the two days, including a seminar explaining the vision and plans for DSO with an introductory masterclass on LED technology.

The DSO has a growing member base of 50+, encompassing software companies, manufacturers, integrators, distributors and end users. Membership benefits include shared learning and thought leadership opportunities, market information and access to data, reports and white papers, plus networking opportunities and invitations to three events per year.

"Our aim as an organisation is to demystify Digital Signage for the end user community, offering an education platform and forum for imparting inside knowledge and experiences," commented Simon Jackson, President of DSO. "DSSE is a key mid-year event for the Digital Signage industry so it's important that we are there to support and share our insight with delegates. At the conference, Laila and I will be active on multiple panels addressing market requirements and best practise, regional business models, digital retail concepts and global trends. In a special DSO seminar, we'll also be offering advice for delegates seeking to incorporate new display technologies such as Direct View LED (DvLED) in their projects."

Conference sessions and timings:

[DSO - An introduction, plus Insight to LED technology seminar](#)

3 July 2019, 4:00pm - 5:00pm

[The Standards Panel: Striving for global Standards, metrics and measurements](#)

3 July 2019, 2:00pm - 2:30pm

[The Nordic Panel – Trendsetter for Europe’s Digital Signage Market](#)

3 July 2019, 3:00pm - 3:30pm

[The Global Round Up Panel](#)

4 July 2019, 2:00pm - 2:30pm

Simon, Laila, Owen Ellis (Chairman, AV User Group), Leif Liljebrunn (CEO, ZetaDisplay (publ) AB), and Keith Dutch (Managing Director – EMEA, Peerless-AV) will be available at DSSE to address any questions surrounding DSO strategy and more. A DSSE registration discount is available for DSO members. For more information, contact ajupp@dso-emea.com or visit <https://dso-emea.com/>.

For more information about DSSE and to view the conference timetable, visit

<https://digitalsignagesummit.org/europe/>.

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About the Digital Signage Organisation

DSO aims to provide its members with a strong voice in the digital signage industry both through learning and sharing best practices as well as identifying and demonstrating what signage means to different industries and applications. One size never fits all and providing thought leadership and informed opinion on the myriad of solutions, methods and opportunities will help the industry grow together and provide a clear message to those outside it. To become a member, visit: <https://dso-emea.com/>. Follow us on [Twitter](#) and [LinkedIn](#).

For more information, contact

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